Social Media Content

Sample Content

Copy for your social media captions.

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
April 2026				
April 15	Tax Day			Today is Tax Day. Don't forget to check if you can get credit for medical expenses.
April 19-25	National Library Week			This week is National Library Week. How long has it been since you visited yours?
April 23	Take a Child to Work Day			Today is Take a Child to Work Day. What are you most proud to share with your child at work?
May 2026				
May 1	Women's Health Month	May is National Women's Health Month. Check your health plan for details about seeing an OB-GYN vs seeing your PCP. Get those important screenings done.		

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May 2026 (cont'd)				
May	Mental Health Awareness Month	May is National Mental Health Awareness Month. Remember, your health plan includes access to mental		

		health services and tools.		
May	Arthritis Awareness Month		May is Arthritis Awareness Month. Do you know the difference between osteoarthritis and rheumatoid arthritis?	
May	National Stroke Awareness Month		May is National Stroke Awareness Month. Do you know your risks? Or what to do if you think you are having a stroke?	
May 6-12	National Nurses' Week		This week is National Nurse's Week. Tell the nurses you know you appreciate their hard work.	
May 11	Mother's Day			Don't forget to wish the moms in your life a Happy Mother's Day this Sunday!
May 26	Memorial Day			Memorial Day is around the corner. How do you honor those who served?

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
June 2026				
June	Men's Health Month		June is Men's Health Month. Have you or the men in your life scheduled their annual physical yet?	
June	Alzheimer's and Brain Awareness Month		June is Alzheimer's and Brain Awareness Month. Do you have a brain exercise routine to stay sharp?	
June 21	Father's Day			Happy Father's Day to all the dad's and father figures out there! What's the best "Dad Joke" you've heard?
June 20	Summer Solstice			Soak in sunlight! Today is the Summer Solstice, the day with the most daylight hours of the year.